

Charlotte, NC 28206-2700 WSOC-TV 1901 North Tryon Street

Brand Product Agency

Contract #

339164

Date Entered

10/29/12

Sales Office **Schedule Dates** Salespersor Advertiser Telerep/Philadelphia, Philadelphia (1057) Political - Federal Candidate (1067) Pol/B Obama/D/Pre/US (16256) OBAMA:60 (26653) 10/30/12-11/05/12

Greer, Margolis, Mitchell & Associates (2890)

Demo

Order Type Headline #

Commission % Package Deal

Commission 15.00

Normal

\$81,387.50 \$14,362.50

Sales Tax Net Total

Line

Line Type / Break Type (Ref #)

Sec Length

Run Times

SPW Mo

Tu We Th Fr Sa

uS

Spots

Rate

Total

Station

Comments

Entered

×

×

\$2,350.00

\$4,700.00 Charlotte (WSOC)

1:00 6A- 6:30A (EST)

3.0 Normal Line / Spot 4.0 Normal Line / Spot

2.0 Normal Line / Spot 1.0 Normal Line / Spot

> Comments Billing Type

National/Political

OBAMA FOR AMERICA

Account Types

CPE Phone/Fax

Washington, DC 20007 3050 K Street NW

Greer, Margolis, Mitchell & Associates

BASSETT, LAURA Telerep/Philadelphia

Buyer Name

CO-OP **Entered By Last Modified** 06397900 No Jill Hipskind 10/31/12

> By Broadcast Month Nov. 2012 Charlotte (WSOC) Grand Total:

34 34

\$95,750.00 \$95,750.00 Rate

Printed At: 12:19 PM on Wednesday, October 31 2012 B/E Bookend P/B Piggy Back

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written

Accepted-Agency/Advertiser

Date:

Accepted-Station

Date

Comments

\$550.00

\$550.00 Charlotte (WSOC)

Program Change/Exception
- FOOTBALL

10/29/12

11.0.1 Closed Preempt

12.0 Normal Line / Spot

11/04/12-11/04/12

1:00 12P- 12:30P (EST)

1:00 12P- 12:30P (EST) 1:00 12P- 1P (EST) 1:00 10A- 11A (EST)

11/03/12 11/03/12-11/03/12 10/30/12-11/02/12 10/30/12-11/02/12 10/30/12-11/02/12

11.0 Normal Line / Spot

10.0 Normal Line / Spot 9.0 Normal Line / Spot 8.0 Normal Line / Spot 7.0 Normal Line / Spot 6.0 Normal Line / Spot 5.0 Normal Line / Spot

11/04/12-11/04/12

1:00 9A- 10A (EST) 1:00 8A- 9A (EST) 1:00 6A- 7A (EST)

× × × ×

\$750.00 \$750.00

> \$1,500.00 Charlotte (WSOC) \$1,600.00 Charlotte (WSOC)

\$750.00 Charlotte (WSOC) \$750.00 Charlotte (WSOC)

10/29/12 10/29/12

10/29/12

10/29/12 10/29/12 10/29/12 10/29/12 10/29/12 10/29/12 10/29/12 10/29/12

Charlotte (WSOC) Charlotte (WSOC)

\$550.00 \$750.00 \$1,600.00

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× × × 11/03/12-11/03/12 11/03/12-11/03/12 10/30/12-11/02/12 10/30/12-11/02/12 10/30/12-11/02/12 10/30/12-11/02/12 Dates

> 1:00 7A- 8A (EST) 1:00 8A- 9A (EST) 1:00 7A- 8A (EST) 1:00|6:30A- 7A (EST)

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\$1,950.00 \$2,150.00 \$2,350.00

\$5,850.00 Charlotte (WSOC) \$6,450.00 Charlotte (WSOC) \$2,350.00 Charlotte (WSOC)

\$550.00 Charlotte (WSOC) \$650.00 Charlotte (WSOC)

\$650.00 \$550.00

× × ×

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Greer, Margolis, Mitchell & Associates 3050 K Street NW

Washington, DC 2000.

Charlotte, NC 28206-2700 WSOC-TV 1901 North Tryon Street

Brand Agency Salesperson Product Schedule Dates Advertiser Contract # OBAMA:60 (26653) Political - Federal Candidate (1067) Greer, Margolis, Mitchell & Associates (2890 Pol/B Obama/D/Pre/US (16256) 10/30/12-11/05/12 339164

BASSETT, LAURA Telerep/Philadelphia Telerep/Philadelphia, Philadelphia (1057)

Last Modified 10/31/12

Date Entered

10/29/12

Charlotte (WSOC)

Grand Total: Nov. 2012

By Broadcast Month Spots 34 34

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	Commission	Commission %	Package Deal	Order Type	Demo	Headline #	CO-OP	Entered By	
	\$14,362.50	15.00		Normal		06397900	No	Jill Hipskind	100
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Sales Tax vet Total \$81,387.50

Account Types

National/Political

Phone/Fax **Buyer Name** Sales Office

\$95,750.00 \$95,750.00

Accepted-Agency/Advertiser Line 21.0.1 Closed Preempt 24.0 Normal Line / Spot 23.0 Normal Line / Spot 21.0 Normal Line / Spot 20.0 Normal Line / Spot 19.0 Normal Line / Spot 18.0 Normal Line / Spot 17.0 Normal Line / Spot 16.0 Normal Line / Spot 15.0 Normal Line / Spot 14.0 Normal Line / Spot 22.0 Normal Line / Spot 13.0 Normal Line / Spot Line Type / Break Type (Ref #) 11/02/12-11/02/12 11/01/12-11/01/12 10/31/12-10/31/12 10/31/12-10/31/12 10/30/12-11/01/12 10/30/12-11/04/12 10/30/12-11/02/12 11/05/12-11/05/12 10/30/12-11/02/12 10/30/12-11/02/12 10/30/12-11/02/12 10/30/12-11/02/12 Dates Sec Comments Length Date 1:00 10P- 11P (EST) 1:00 7:57P- DANCING WITH THE STARS 1:00 9P- 10P (EST) 1:00 10P- 11P (EST) 1:00 8:30P- 9P (EST) 1:00 11:35P- 12:02A (EST) 1:00 11P- 11:35P (EST) 1:00 6:58P- 7:30P (EST) 1:00 6P- 6:30P (EST) 1:00 5:30P- 6P (EST) 1:00 5P- 5:30P (EST) 1:00 4P- 5P (EST) Run Times OBAMA FOR AMERICA Accepted-Station: SPW Mo -겁 × × × × × × × × × × × We 井 × Ŧ × × Sa Su × Spots \$10,000.00 \$12,000.00 \$10,000.00 \$1,400.00 \$8,600.00 \$2,400.00 \$3,200.00 \$3,000.00 \$2,600.00 \$2,400.00 \$6,000.00 Rate \$1,650.00 Total \$10,000.00 Charlotte (WSOC) \$12,000.00 Charlotte (WSOC) \$3,300.00 Charlotte (WSOC) \$6,000.00 Charlotte (WSOC) \$8,600.00 Charlotte (WSOC) \$1,400.00 Charlotte (WSOC) \$2,600.00 Charlotte (WSOC) \$2,400.00 Charlotte (WSOC) \$3,200.00 Charlotte (WSOC) \$6,000.00 Charlotte (WSOC) \$2,400.00 Charlotte (WSOC) Charlotte (WSOC) Charlotte (WSOC) Station No Avail/Exception - NO :60 AVAIL Comments 10/29/12 10/29/12 10/29/12 10/29/12 10/29/12 10/29/12 10/29/12 10/29/12 10/29/12 10/29/12 10/29/12 Entered 10/29/12

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10/31/12		(WSOC)	\$550.00 Charlotte (WSOC)	\$550.00		×		ST) 1	1:00 12:30P- 1P (EST)	4	11/04/12-11/04/12	/ Spot	28.0 M/G For 11.0.1 / Spot	28.
10/30/12		(WSOC)	\$10,000.00 Charlotte (WSOC)	\$10,000.00	-		×	SIT) 1	1:00 9:30P- 10P (EST)	6 1	10/31/12-10/31/12	/ Spot	27.0 M/G For 21.0.1 / Spot	27.
10/29/12		(WSOC)	\$750.00 Charlotte (WSOC)	\$750.00	н	×	×	1	1:00 3P- 4P (EST)	5 1	10/30/12-11/02/12	oot	26.0 Normal Line / Spot	26.
10/29/12		(WSOC)	\$850.00 Charlotte (WSOC)	\$850.00	ш	×	×	3	1:00 5:30A- 6A (EST)	5 1	10/30/12-11/02/12	oot	25.0 Normal Line / Spot	25.
Entered	Comments	Station	Total	Rate	Spots	Th Fr Sa Su	Mo Tu We	Run Times SPW		Sec Length	Dates	Line Type / Break Type (Ref #)	Line Type / Bi	Line
								OBAMA FOR AMERICA		Comments				
		•						Standard		Billing Type				
				×	Sales Tax			National/Political		Account Types				
			\$81,387.50		Net Total			A	N/A	CPE		2000/	washington, DC 2000/	Wa
			\$14,362.50		Commission					Phone/Fax			3050 K Street NW	305
			Ó	sion % 15.00	Commission %			BASSETT, LAURA		Buyer Name	es	Greer, Margolis, Mitchell & Associates	er, Margolis, Mi	ଦୁଜ
		***************************************			Package Deal		-	Telerep/Philadelphia		Sales Office	Service of the contract of the			
			mal	/pe Normal	Order Type	(1057)	ι, Philadelphia (Telerep/Philadelphia, Philadelphia (1057)		Salesperson		•	110001	
		00000000000000000000000000000000000000			Demo	71		OBAMA:60 (26653)		Brand		V	WSOC.TW	
			06397900		Headline #)	indidate (1067)	Political - Federal Candidate (1067)		Product	Charlotte, NC 28206-2700	Charlotte		
\$95,750.00	34 \$9	Grand Total:			CO-OP	tes (2890)	chell & Associat	Greer, Margolis, Mitchell & Associates (2890)		Agency	1901 North Tryon Street	1901 Nor		
5,750.00	34	1	Jill Hipskind		Entered By		/US (16256)	Pol/B Obama/D/Pre/US (16256)		Advertiser	Ÿ	WSOC-T		
Rate	Spots	st Month	10/31/12		Last Modified			10/30/12-11/05/12		Schedule Dates				
Source Annual Control of the Control	***************************************	Charlotte (WSOC)	10/29/12	Entered 10/2	Date Ent			339164	Contract # 3	Conti				

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